

**SYSTEM AND METHOD FOR EVENT TRACKING ACROSS PLURAL
CONTACT MEDIUMS**

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Grigore Rusu

ABSTRACT OF THE DISCLOSURE

An event tracking system tracks customer interactions to obtain product
10 information that are made across plural contact mediums and displays an intuitive
directed graph for analysis of the customer interactions. Each customer interaction is
logged at each contact medium with a labeled reference associated with the content of
the interaction, a time stamp and an identifier for the product or product user. An
event modeling engine analyzes the log to identify contact sessions as contacts by the
15 same identifier within a predetermined time so that an event tracking graphical user
interface module prepares each contact session for display as a path of nodes
interconnected by edges. Selected directed graph characteristics are highlighted, such
as transitions from one contact medium to another or contact session volumes
associated with an edge that have a relative volume compared with other contact
20 sessions.